

**BAJAJ***Distinctly Ahead*

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**- 2 OCT 2013**

National Stock Exchange of India Ltd  
Exchange Plaza, 5th Floor  
Plot No.C-1, G Block  
Bandra-Kurla Complex  
Bandra (East)  
MUMBAI 400 051

Dear Sir/s :

Please find attached herewith a copy of the Press release being issued by the company in respect of sales for the month of September 2013.

Kindly acknowledge receipt.

Thanking you,

Yours faithfully,  
For Bajaj Auto Limited,

J SRIDHAR  
COMPANY SECRETARY &  
COMPLIANCE OFFICER

Encl: as above

### **SEPTEMBER'13 SALES**

Sep-13

| Particulars              | Sep-13         | Sep-12         | Change % | Highlights                                     |
|--------------------------|----------------|----------------|----------|------------------------------------------------|
| MOTORCYCLES              | 323,879        | 315,314        | 3        | * Pulsar platform sales at 100,000 units.      |
| COMMERCIAL VEHICLES      | 43,936         | 44,838         | -2       | -                                              |
| <b>TOTAL</b>             | <b>367,815</b> | <b>360,152</b> | <b>2</b> | * Second highest ever sales for any September. |
| Exports out of the above | 146,847        | 133,222        | 10       | * Highest ever exports for any September.      |

YTD

| Particulars              | Apr-Sep 2013     | Apr-Sep 2012     | Change %  | Highlights |
|--------------------------|------------------|------------------|-----------|------------|
| MOTORCYCLES              | 1,709,441        | 1,911,147        | -11       | -          |
| COMMERCIAL VEHICLES      | 231,164          | 217,032          | 7         | -          |
| <b>TOTAL</b>             | <b>1,940,605</b> | <b>2,128,179</b> | <b>-9</b> | -          |
| Exports out of the above | 763,593          | 805,930          | -5        | -          |

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Rajiv Bajaj  
MD, Bajaj Auto Ltd., Pune  
2 Oct 2013